

Message Text

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65

ACTION EUR-12

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FM AMEMBASSY LONDON

TO SECSTATE WASHDC 5207

INFO AMEMBASSY SOFIA

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E. O. 11652:NA

TAGS: PFOR, PINR (CLOAKE, JOHN CECIL), UK, BU

SUBJECT: NEW BRITISH AMBASSADOR TO BULGARIA

1. FCO HAS ANNOUNCED APPOINTMENT OF JOHN CECIL CLOAKE AS AMBASSADOR TO BULGARIA. CLOAKE, WHO WAS BORN ON FEBRUARY 12, 1924, HAS BEEN HEAD OF FCO TRADE RELATIONS AND EXPORTS DEPARTMENT SINCE DECEMBER 1973.

2. AFTER SERVING IN MILITARY FORCES FROM 1943-45, CLOAKE JOINED FOREIGN OFFICE IN 1948. HE WAS ASSIGNED TO BAGHDAD IN 1949 AND TO SAIGON IN 1951, RETURNING TO THE FOREIGN OFFICE IN 1954. IN 1956, HE WAS PRIVATE SECRETARY TO THE PERMANENT UNDER-SECRETARY OF STATE AND LATER TO THE PARLIAMENTARY SECRETARY OF STATE. IN 1958, CLOAKE WENT TO NEW YORK AS A CONSUL, AND FROM 1962-63 HE SERVED AS FIRST SECRETARY IN MOSCOW. CLOAKE WAS ONCE AGAIN AT FCO FROM 1963-65 AND IN 1965 HE WAS ASSIGNED TO THE DIPLOMATIC SERVICE ADMINISTRATION, WHERE HE WAS NAMED HEAD OF THE ACCOMMODATION DEPARTMENT IN 1967. FROM 1968-72, CLOAKE WAS COMMERCIAL COUNSELOR IN TEHRAN. FROM 1972-73 HE SPENT A SABBATICAL YEAR AT THE LONDON SCHOOL OF ECONOMICS.

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3. IN 1956, CLOAKE MARRIED THE FORMER MARGARET THOMURE MORRIS, WHO WAS THEN AN AMERICAN CITIZEN. THEY HAVE A SON, BORN IN 1959.

4. EMBASSY OFFICERS WHO HAVE DEALT WITH CLOAKE HAVE FOUND HIM INTELLIGENT, PLEASANT, AND EASY TO GET ALONG WITH. BOTH CLOAKE AND HIS WIFE HAVE A STRONG INTEREST IN CULTURAL MATTERS AND HAVE MADE A PRACTICE OF BECOMING DEEPLY IMMERSED IN THE CULTURAL LIFE OF THE COUNTRIES TO WHICH THEY HAVE BEEN ASSIGNED. CLOAKE IS QUITE FAVORABLY DISPOSED TO THE UNITED STATES.
ARMSTRONG

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